

## District Export Promotion Plan for the district of Tirupattur

### Introduction

Tamil Nadu, located on the south-eastern coast of India, is a well-known and diversified industrial state of India. The state, a significant contributor to the Indian economy, has witnessed spectacular economic growth for decades. It has become the second largest economic powerhouse in India and has become one of the most sought-after investment destinations due to its strategic location, conducive business environment, state-of-the-art infrastructure, proactive governance and favourable ecosystem.

Tamil Nadu has several industrialized districts of which Tirupattur is one district that is transforming to be a major export hub.

### District Profile

Tirupattur is one of the recently formed districts (ie) the 35th district of Tamil Nadu. Tirupattur district was created on August 15, 2019 by trifurcating Vellore district into Vellore, Ranipet and Tirupattur. The erstwhile Vellore district was prominent for its leather and allied products and chemical products.



The new district, spread over an area of 1,797.92 sq. km with a population of 11,11,812, will have two revenue divisions: Vaniyambadi and Tirupattur; four taluks: Tirupattur, Vaniyambadi, Natrampalli and Ambur; 15 firkas; 195 revenue villages; seven panchayat unions; four municipalities; three town panchayats; 207 village panchayats and three assembly constituencies in full and two assembly constituencies in parts under its jurisdiction.

### Vision

Hon'ble Prime Minister in his Independence Day Speech on 15<sup>th</sup> August, 2019 had inter-alia, observed that each district of our country has potential equal to that of one country. Each district has its own unique specialities in

terms of products and services which has potential in the global market. Each district has the potential to become Export hubs.

### **Goal**

The goal of this District Export Plan (DEP) is to achieve Hon'ble Prime Minister's vision by undertaking steps and initiatives to convert Tirupattur District into an Export Hub and to double the exports (baseline 2018-19) from the district with in the next five years.

### **Policy framework**

The framework of DEP policy is based on Ministry of Commerce and Industry, Government of India 's D.O. No.01/36/218/01/AM-18/TC/Part-I/01 Letter dated 13-11-2019 mandating Regional Authorities of Directorate General of Foreign Trade (DGFT) to work with State Governments and District level officers to initiate preparation and implementation of a District Export Plan (DEP) specific to each district in every State/ UT through an institutional structure at the district level for fulfilling the goal mentioned above.

Accordingly, DGFT through its O.M dated 26/12/2020 has notified the action items along with timelines for developing Districts as Export Hubs. Apart from the action items, it also suggested composition of District Export Promotion Committee (DEPC) and terms of reference for plan of action for developing districts as export hubs. Subsequently, DEPC has to constituted and notified for all the districts in a State by the concerned State Government.

Government of Tamil Nadu through its G.O No 29 dated 16-03-2020 of Micro, Small and Medium Enterprises Department notified composition of members of DEPC for fifteen districts in the State along with its potential products for exports. This G.O also bestowed the power on DEPC to call for additional members and also to amend the list of potential products for export promotion. Members of DEPC for Tirupattur district is as follows:

- The District Collector- Chairperson
- Representative from Zonal Additional DGFT, Chennai- Co-Chair
- GM, District Industries Centre – Convener
- Lead Bank Manager- Member
- Representative from Department of MSME, Govt of India- Member
- Representative from EEPC- Member
- Representative from Coir Board- Member

The District Export Promotion Committee will act as one-point facilitator for export promotion at District level along with State Level Export Promotion Committee at the State level. And all the updates regarding District Export Plan will be updated to DGFT's online DEPC Progress Monitoring Portal.

It is stated that preliminary meeting of DEPC for Tirupattur district has been conducted on 12/02/2020 at Ambur, with participation of all the mentioned members along with the participation of exporters' fraternity from the district.

## **SWOT Analysis of the District with respect to Exports**

### **Strength - Economic Profile of the District**

The district is strategically located closer to the borders of the states of Karnataka and Andhra Pradesh. Hence the connectivity & transport network density is positively high in this district. It is on the Chennai- Bengaluru Industrial Corridor.

The district is vibrant in terms of economic activity with leather and leather based industrial activities being the prominent ones. The district accounts for more than 37% of the country's leather export and allied products such as finished leather, shoe uppers, shoes, garments, gloves and so on.

The major rivers of the district are the Palar and Ponnai and these rivers are seasonal, hence agriculture is also seasonal despite it being a pre-dominant activity.

This district has a substantial number of MSMEs apart from several largescale manufacturing units.

(Data regarding the number of units established in Tirupattur district has been sought from MSME, Guindy and CLE, Chennai. It will be added in due course)

### **Champion Sectors**

Department of Commerce, Government of India in its "The States Export Booklet (2018)" has suggested the following parameters for identifying Champion Sectors in States:

- Sectors with high global demand
- Sectors currently contributing to significant share of State's export
- Sectors where States show high competitiveness in domestic market
- Sectors with significant contribution in domestic market and trade value
- Sectors which can generate more employment
- Service Sectors that can promote Service exports

The above criterias can be used for identifying Champion Sectors in a district too. Accordingly, the following products have been identified as potential products for undivided erstwhile Vellore district by Government of Tamil Nadu through its G.O No 29 dated 16/03/2020:

- a) Leather products
- b) Coir products
- c) Sandalwood products

District Export Promotion Committee (DEPC) for Tiruppattur District was held on 12/02/2020 at Ambur. During the said meeting it was proposed that **Agarbattis** may be added to the above list as there are considerable number of village and cottage units producing it, thus generating more employment.

Another identified product with Export potential is **Ambur Briyani**. It is very popular locally, across the state and abroad. Daily several thousands of packets are exported by air. This is a sector that has good competitiveness domestically and has good potential for export in the forthcoming years. It is also proposed that this product can be branded Geographical Indicators (GI) tag for distinguished positioning and marketing.

Another Champion Sector identified is in the **Service Sector- Tourism** in particular to Yelagiri hills (45 kms from Ambur). Ambur is one of the Towns of Excellence as identified by DGFT and it is understood that there are regular visits by foreign nationals to the district for inspecting the factory site, products, etc. Promoting tourism to Yelagiri hills will contribute significantly to domestic market, generate employment and add value to trade.

### **Weakness and Threats of the District- Assessment of Gaps in Infrastructure and Policy**

#### **I. Export linked Logistics Infrastructure**

- Ambur has been identified as one of the “**Towns of Excellence**” by DGFT. Towns of Excellence are towns that have emerged as dynamic **Industrial clusters** that handsomely contributes to India’s exports (ie) Rs 750 crores or more. Hence there is a need for world class facilities/amenities like road, airport, hotels, etc in order to attract Foreign investors or buyers and with a view to maximize their export profiles and help in upgrading them to move up to higher value markets. Accordingly it is proposed in this plan that necessary initiatives may be undertaken to seek incentives for construction of these world class amenities.
- Tirupattur district is a land locked district and it heavily depends on the road and rail connectivity to export the products manufactured. The district faces heavy congestion problem despite it being well connected with Chennai for both seaport and airport. Due to heavy congestion, the duration and cost of transport is high, thus affecting the competitiveness. Through this Plan, the DEPC aims to take necessary steps to approach the State Government for widening the existing highways. It is also proposed through this plan that, action will be initiated to increase the number of trains (both passenger and

goods train) with stops at Ambur and Vaniyambadi railway junctions. This would ease the congestion on the existing infrastructure.

- Most of the exports from this district is finished goods like leather shoes, belts, garments etc. Hence, there is a need for an Inland Container Depot (ICD) at Ambur as this would lead to efficient and effective use of time, money and labour. This would avoid congestion at the ports too.

## **II. Other Trunk Infrastructure (Factors of Production)**

### **- A) Mega Leather Parks (Land)**

Most of the leather manufacturing units are MSMEs and they are scattered across the district. In order to ensure economy and efficiency in the production line, Mega Leather Parks with area of 50-100 acres if formed with facilities like plug and play, it would lead to an advantageous economy of scale in production. This would also attract investment from both domestic and foreign investors into the district.

For ex: It was also stated during the preliminary DEPC meeting held on 12/02/2020 that Foreign Investors from Taiwan showed interest in investing around US \$100 million in leather industries. The exporters have requested the local administration to ease the bottle necks like availability of land and ensure speedy clearance.

### **- B) Labour Issues (ie) Social Infrastructure**

Leather, Leather Products and Footwear Industries in Tamil Nadu are labour intensive sectors. About 85% of those workforces in these industries in Tamil Nadu are women.

A major challenge faced by the industry is the shortage of workforce, particularly for performing the crucial shop floor level operations wherein the major chunk of the workforce is concentrated. In order to meet this shortage, there is a need to attract migratory workers from other districts of Tamil Nadu. However, a major lacuna in attracting such migratory workers is the non-availability of accommodation facilities or high cost of accommodation.

Hence, there is a need to provide proper and safe accommodation for such workforce near the leather factories by constructing women's hostels/dormitories in major leather clusters across the country.

The leather industry is unable to generate resources for constructing Working Women's Hostels/Dormitories as it is predominantly concentrated in the MSME Segment.

In order to fill this gap, DEPC has proposed/requested that the under the aegis of Government of Tamil Nadu, a Social Infrastructure Up-gradation Scheme for the leather sector for constructing Workmen Hostels/ Dormitories in Ambur may be considered. The land for such Workmen Dormitories may be identified by a sub committee of DEPC constituted for this purpose.

It is also proposed that in order to minimize this weakness, mapping of available labour resources within the district may be undertaken by a sub-committee of DEPC constituted for this purpose as this would yield better results.

- **C) Electricity/Power**

It is understood that there is periodic shutdown of electricity for maintenance in the district. The policy aims at ensuring that there is uninterrupted supply of electricity for manufacturing process throughout the year.

The policy also envisages that in order to overcome power shortages, electricity should be generated locally and in particular from renewable resources like wind energy and solar energy. This can be encouraged to be installed within the factory premises by providing incentives/subsidies.

- **D) Capital (ie) Issues relating to banks and other financial institutions**

Continuous availability of credit is the lifeline for any enterprise. There is a general grievance among the exporters that loans are not easily available to the MSMEs despite several schemes and initiatives taken by both MSME, Government of India and District Industries Centre, Government of Tamil Nadu. There is also high cost attached to availability of credit for the exporters. This policy aims to ease these constraints by encouraging the Lead Bank in the district to set up branches dedicated exclusively for foreign exchange transactions.

During the preliminary meeting of DEPC held on 12/02/2020, it was understood that the nationalized banks take considerable time for processing any requests made, for eg: opening of new salary accounts. This has negatively affected the leather industry as it is a labour intensive industry as the exporters are forced to pay by cash, leading to liquidity crunch.

The policy envisages that through the efforts of DEPC, the salary payments for majority of the laborers in the district will be through institutional mode.

#### **E) Raw materials**

Tanneries are the suppliers of raw material to the Leather Industry. Location of Tanneries around the manufacture of semi- finished and finished leather products (ie.) within the Tiruppattur District would positively result in economies of scale.

But due to stringent implementation of Zero Liquid Discharge (ZLD) in Tamil Nadu, setting up of tanneries in the district faces many hurdles. This policy envisages that location will be identified for setting up of tanneries in the district by a sub-committee of DEPC constituted for this purpose in association with the local administration. This would ensure smooth supply of raw materials at lower cost of transportation.

### **III. Ease of doing business**

Currently there are numerous acts, laws, licenses that have to be followed/obtained by a manufacturer and this costs hugely in terms of time and money. In order to ensure ease of doing business in the district, it is envisioned that a **Single Window mechanism** will be put in place at the District Head Quarters for guiding and providing necessary clearance at all stages of production.

### **IV. Sector specific policy and regulatory challenges**

Currently, as per regulations of Tamil Nadu Pollution Control Board, the consent to operate certificate provided for Tanneries has to be renewed every year. This is a major hurdle in development of the Leather Industry in this State as the units have to undergo time consuming process for renewal of certificates each year. This results in higher cost of production of tanned leather which in turn affects the finished leather products.

It is noticed that there is a recent trend of relocating tannery units to various countries like Bangladesh, Ethiopia, etc. (ie) Resulting in a threat of outward movement of domestic capital. This results in higher cost of raw material, thus hampering the production cycle as a whole within the State.

According to industry sources, Consent to Operate for Tanneries is given for a period of three years in the State of Uttar Pradesh while it is 5 years in West Bengal.

Through this DEP policy, it is aimed that necessary steps would be taken to provide **longer validity of consent to operate for tanneries** at the State Level as majority of the tanning industries are adhering to environment management norms by adopting most modern

technologies like Zero Liquid Discharge (ZLD). This would ensure easy and cheap availability and assured supply of raw materials and also deter the threat of outward movement of domestic capital.

#### **V. Skill gaps (Training and Capacity building)**

- There is a widening gap between the skills expected by the Champion Sectors of the district and the skills set available in the local market. This policy focuses in bridging the gap by providing training and capacity building to the labour force of all the identified Champion Sectors of the district namely Leather and allied industries, Agarbatti and Ambur Briyani.
- The DEPC aims at conducting frequent training sessions in association with Council for Leather Research Institute (CLRI), Chennai for shop floor work force. It is envisioned through this policy that a branch of the CLRI, Chennai may be set up in the district. This provides close proximity/uninterrupted access to the labour force for the Industrial clusters in this district.
- The DEPC aims at conducting regular capacity building sessions for Agarbatti cottage industries in terms of finding suitable markets for their unique products, packaging, etc.
- In order to market Ambur Briyani globally, DEPC proposes to partner with Indian Institute of Food Processing Technology (IIFPT), Thanjavur to increase the shelf life of Briyani. A sub-committee of DEPC will be constituted for studying the prospects of this product.

#### **VI. Ancillary Infrastructure (Testing facilities, Standards and Certification Labs, etc)**

It has been assessed that there is no ancillary infrastructure for exports like testing facilities, certification labs, etc within Tiruppattur district. Testing facilities, etc are essential in establishing the superior quality of the products produced in this district and are mandatory requirements for exports. Its importance can be understood from the recent increase in the imposition of Non- Tariff Barriers by various countries across the world.

In the leather industry, for eg: Use of eco-sensitive chemicals like azo dyes, pentachlorophenol, etc are banned. Leather being a non-homogenous material, its quality is mainly established/ judged on the basis of performance tests. Due to absence of testing facilities in the Industrial cluster of Ambur, there is considerable cost and time delay involved in testing these products. This negatively impacts the competitiveness of leather products manufactured in this district. Hence, it is proposed in this policy that globally accredited testing and certification labs may be set up in Ambur.

Similarly, it is proposed that for boosting the exports from the current negligible quantity of Ambur Briyani, appropriate standards and certification labs may be established in the district.

### **Plan of Action**

DGFT through its O.M dated 26/12/2020 has notified terms of reference for plan of action by District Export Promotion Committee (DEPC) for developing districts as export hubs.

In order to address the identified gaps in infrastructure and policy, DEPC has prioritized its initiatives and actions based on criteria's like its impact on export competitiveness, ease of implementation, urgency, etc. Accordingly, this export strategy has been divided into short-term, medium-term and long-term objectives. This specific and measurable action would synergise the efforts in achieving the desired outcomes. The objectives have been broadly listed below and elaborated further on. Those are:

The short-term objectives of this District Export Promotion Policy are:

- To provide an improved policy framework to support the development and increase competitiveness of the identified Champion Sector products
- To provide increased and accessible trade support services.
- To minimize the above-mentioned weakness

The medium-term objective of this District Export Promotion Policy is:

- To improve public and private dialogue for favouring the development of a district export culture
- To thwart the threats posed to the exports from the district

The long-term objective of this District Export Promotion policy is:

- Develop Tiruppattur District into becoming a major export hub in the nation

In order to achieve the afore-mentioned **short-term objectives**, the following initiatives are proposed to be undertaken:

#### **1) Benchmarking base line export performance of District(ie) Present Export Performance**

It has been concluded during the preliminary meeting of DEPC held on 12/02/2020 that the baseline for assessing export performance of the district would be 2018-19. There are technical hurdles in collecting export data at district level, as Directorate General of Commercial Intelligence and Statistics (DGCIS) collects data only at the State level.

DEPC has decided to collate export data available from its members for the district (i.e) from

- O/o Zonal Additional DGFT, Chennai
- District Industries Centre, Tirupattur
- MSME, Government of India, Chennai
- Council of Leather Exports, Chennai
- SIIMA (Local chamber of Commerce), Ambur

The data thus collated will provide basis for analysing the export trend in the district and undertaking targeted approach to resolve issues and increase export competitiveness.

This process is targeted to be completed within three months from the date of approval of this plan.

## **2) Dissemination of information through training, seminars, guest lectures, practical training, exchange visits with other districts of excellence**

In order to incentivize more manufactures and traders into realm of exports, there is an urgent and vital need to

- disseminate information about the opportunities available in the global market
- provide training regarding the various procedures involved in international trading apart from Government rules and regulations
- give wide publicity to the exporters about various incentives and schemes provided by various Government agencies
- create awareness among Champion sector producers for marketing, labelling and packaging, Sanitary and Phyto-sanitary measures, Quality issues, etc

It has been decided by DEPC that the above dissemination of information will be through training, seminars, guest lectures, practical training, exchange visits with other districts of excellence.

The trainings will be imparted at regular intervals with District Industries Center as the nodal authority. Relevant related organizations for promotion of exports apart from DEPC members like Council for Leather Institute, Chennai, Handlooms Handicrafts Export Promotion Councils, Coir Board, etc will be called to impart regular training to existing and potential exporters.

## **3) Creation of subgroups for each identified potential export products involving stake holders like manufacturers, artisans, exporters of the identifiable products**

DEPC is of the opinion that creation of sub groups with in it for each of the identified potential export product will be beneficial in providing continuous authentic first-hand information regarding the ground reality like problems encountered in increasing the exports, prioritizing the actions to be taken for boosting exports, to provide tangible and effective solutions in addressing the gaps assessed in the district, etc.

It is proposed that the composition of such sub-groups also consist of stakeholders like manufacturers, artisans, exporters, technical expert in the relevant field apart from relevant DEPC members. These sub groups will be chaired either by District Collector or representative form O/o Zonal Additional DGFT, Chennai. The following sub-groups are constituted with members as mentioned below:

A) Sub-group for Leather products

- The District Collector- Chairperson
- O/o Zonal Additional DGFT, Chennai
- District Industries Centre, Tirupattur
- MSME, Government of India, Chennai
- Council of Leather Exports, Chennai
- SIIMA (Local chamber of Commerce), Ambur

B) Sub-group for Coir, Sandalwood products and Agarbatti

- The District Collector- Chairperson
- O/o Zonal Additional DGFT, Chennai
- District Industries Centre, Tirupattur
- MSME, Government of India, Chennai
- Representative from Coir Board, Pollachi
- Representative from Handlooms Handicrafts Export Promotion Council, Chennai

C) Sub-group for Ambur Briyani

- The District Collector - Chairperson
- Representative from O/o Zonal Additional DGFT, Chennai
- Indian Institute of Food Processing Technology, Thanjavur
- Department of Agricultural Marketing, Government of Tamil Nadu
- MSME, Government of India, Chennai
- Representative from SIIMA (i.e) local chamber of commerce

D) Sub-group for Tourism

- The District Collector - Chairperson
- Representative from O/o Zonal Additional DGFT, Chennai

- Department of Tourism, Government of Tamil Nadu
- MSME, Government of India, Chennai
- Representative from SIIMA (i.e) local chamber of commerce

#### **4) Resolution, escalation and monitoring of issues in exports from the district identified products through regular meeting**

With the assistance from the above sub-groups created, DEPC intends to resolve issues possible at its level or escalate the issues to the appropriate forum/level for quick redressal. The objective of the DEPC is to conduct regular meeting (ie) half-yearly with its members and stake holders apart from monitoring the issues faced by exporters.

#### **5) Ensure continuous power/ electricity supply**

DEPC headed by the District Collector, proposes that the issue of providing continuous supply of electricity will be taken on priority basis.

#### **6) Identifying training and development need of district industries and coordination of training with other departments**

In order to increase the competitiveness in the global market for the identified Champion sector, it is vital to have a strong social infrastructure. To ensure a strong social infrastructure, the labor force should be well trained to manufacture world class products.

The Champion Sectors identified in this district are labour intensive sectors and it has been assessed above that there is a widening skill gap between the demands of the sectors and the available labour force. It is suggested there can be continuous training and development of labour force.

It is identified that Agarbatti manufacturers would need training for exporting their produce taking into consideration their nature of production.

The trainings will be imparted at regular intervals with District Industries Center as the nodal authority. Relevant related organizations for promotion of exports apart from DEPC members like Council for Leather Institute, Chennai, Handlooms Handicrafts Export Promotion Councils, Coir Board, etc will be called to impart regular training to existing and potential exporters.

Apart from the above it is also proposed that **mapping of labour resources** may be undertaken within six months from the date of notification of this plan.

#### **7) Steps to bring about Ease of Doing business**

In order to address the numerous approvals and licenses required for manufacturing or setting up an export business, a Single Window System at

the District Industries Centre is proposed to be set up with in time frame of six months from the date of launch of this action plan.

### **8) Banking sector related issues**

DEPC proposes to intervene to mend the gap assessed procedural delays in local banks with the help of Lead Banks on priority basis. The issue of availability of capital/ credit will be taken up with the SEPC and relevant Government Bodies in due course of time for necessary action.

### **9) Organize Annual Reverse Buyer-Seller meet**

DEPC also proposes to organizing **annual reverse buyer- seller meet** at Ambur as it would not only exhibit the variety of products available from the district but also facilitate in easy inspection of factory site by the foreign buyers.

### **10) Setting up of Ancillary Infrastructure (Testing facilities, Standards and Certification Labs, etc)**

DEPC proposes to address this gap temporarily by tying up with private nationally accredited labs. In the medium term, DEPC proposes to contact relevant National Authorities through State Government for establishing these labs within the district and also seek funding through Central Government Schemes like TIES, etc.

### **11) Easing the congestion on existing infrastructure(ie) Road**

In order to ease the congestion on existing infrastructure (ie) road, DEPC proposes to co-ordinate with the State Government Authorities and Railway authorities for increasing the stoppages at of both goods and passenger trains plying through the district (ie) at Ambur and Vaniyambadi. This initiative is targeted to be achieved within one year from the date of approval of this plan.

In order to achieve the above-mentioned **medium-term objectives**, the following initiatives are proposed to be undertaken:

#### **1) Act as one-point facilitator for export promotion at district level**

Several of the above-mentioned bottlenecks need intervention and support from the State and Centre. DEPC will act as one-point facilitator for export promotion at district level.

#### **2) Liaison with and report to State Export Promotion Committee (SEPC)**

DEPC is mandated to liaison with and report to SEPC for addressing many of the issues identified through the Gap assessment in the district. DEPC

will also coordinate with other related departments for addressing these identified issues.

### **3) Amending State Policy related to Consent to Operate Tanneries**

DEPC will act as one-point facilitator and represent this difficulty faced by the leather exporters to the SEPC which is chaired by the Chief Secretary, Government of Tamil Nadu. It is aimed that this amendment may result in increase in number of years for the consent to operate tanneries from the current one year to a minimum of three years or more.

### **4) Identification of area for setting up Tanneries with Zero Liquid Discharge (ZLD) facilities**

It is proposed that the land for setting up tanneries within the district will be identified by the sub-committee on leather along with support from Department of Environment and Forest, Government of Tamil Nadu with in a targeted period of one year from the date of notification of this plan.

### **5) Identification of land for Mega Leather Parks and FDI into the district**

Since this involves a complex matrix of relations between the District, State and Centre Governments, DEPC proposes that this task would be completed with 18 months from the date of notification of this plan.

### **6) Construction of hostels/ dormitories for work force**

SIIMA and CLE have requested free/minimal cost for leasing land for construction of hostels / dormitories for the huge work force employed in the leather sector. They have also requested for subsidies for construction of the same. This initiative is incomplete without or dependent on the participation of SEPC and relevant State Government authorities. This land will be identified by the sub-committee on leather of DEPC that the identification will be completed within one year from the date of notification of this plan.

### **7) Encouraging medium/large scale manufacturing units to set up renewable sources of energy within their factory premises**

In order to encourage, uninterrupted supply of electricity to the manufacturing units, DEPC proposes to encourage medium/large scale manufacturing units to set up renewable resources like solar panels, windmills, etc with in their factory premises.

DEPC proposes to target and establish renewable energy resources within at least 50% of these units located in this district within a time frame of two years from the date of approval of this plan.

### **8) Widening of existing National Highways and State Highways**

Since the district is land locked, National Highways and State Highways are the main arteries to it. DEPC proposes to act as one-point facilitator for interacting with the Centre through State Authorities for widening the existing infrastructure.

### **9) Encouraging construction in hospitalities sector and tourism**

DEPC proposes to create conducive environment for constructing world class hospitalities like hotels across the district and in particular Yelagiri hills by the private sector.

### **10) Establishing ICD at Ambur**

As discussed earlier, establishing ICD at Ambur is of prime importance to ensure smooth and seamless movement of goods to the ports. DEPC proposes to act as one-point facilitator with Representative from O/o Zonal Additional DGFT, Chennai being the nodal authority for this initiative. Relevant Central Government Authorities like Department of Indirect Taxes and State Government Authorities will be contacted and it is proposed to be within 24 months from the date of approval of this plan.

In order to achieve the above-mentioned **long-term objective**, DEPC has to **Liaison with and report to State Export Promotion Committee**

DEPC is liaising with SEPC for resolving many of the above-mentioned bottlenecks in exports. DEPC will act as **one-point facilitator** for export promotion at district level for coordinating and liaising with and report to State Export Promotion Committee (SEPC) and other related departments for removing all the above- mentioned bottlenecks in the infrastructure and policy and developing this district into an export hub.